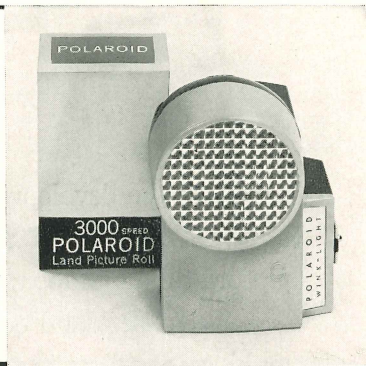




How to take
**PICTURES
WITHOUT
FLASHBULBS**



using 3000 Speed Picture Roll and the Polaroid repeating wink-light

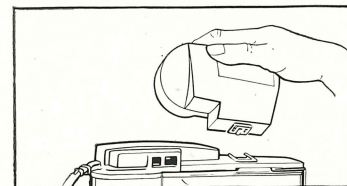
With the development of 3000 Speed Polaroid Land Picture Roll, picture-taking indoors has become as effortless and economical as making snapshots in the sunshine. This folder tells how to get the most from this remarkable picture roll and its companion development, the Polaroid wink-light.



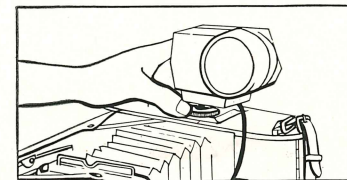
Taken with 3000 speed film alone



With 3000 speed film and wink-light



Model 250 ▲ Model 252 ▼



WHAT DOES 3000 SPEED FILM MEAN?

It means that you need only 1/15th the light that 200 speed film requires to get a good picture. A floor or table lamp is bright enough to produce pictures with this film. Of course, as your subject moves away from the lamp, the amount of light drops off rapidly, and at some point additional light is needed to make a good picture. That is the function of the Polaroid wink-light.

WHAT IS THE WINK-LIGHT?

It is a compact repeating "fill-light" that erases the dark shadows that would otherwise be present in pictures lighted by floor or table lamps. Its light output is balanced to normal living-room lighting so that it doesn't overpower the existing room lights, yet adds just enough to brighten dark shadows. It is powered by a small battery that will make over a thousand winks before it needs replacement.

HOW DO YOU USE THEM?

Just clip the wink-light to your camera, set the shutter to EV 11 (or No. 2 in cameras using the original numbering system), turn on *all* the lights in the room, and take pictures. When you are making an extreme close-up — 3½ to 4 feet — you will want to use EV 12 (No. 3) to avoid overexposing. Otherwise, EV 11 (No. 2) should prove just about right for all pictures up to the limit of the wink-light's range. (Note: When attaching the Model 252 wink-light to Series 95 cameras, clip the wink-light to the camera, then tighten the wheel on the wink-light clip.)

PICTURES AT NIGHT

The lamps in your living room can help you produce some of the most charming pictures you've ever taken, if you use them appropriately. You needn't move them around or rearrange your furniture. The wink-light removes the guess-work from lamp-lighted pictures. But it is wise to place your subject in the best position possible to heighten picture interest.

The pictures at the right show an ideal situation. The subject is about two feet from a lamp located somewhat above the head. This placement provides the interesting top and side-lighting that you see, and the wink-light fills in the rest. Obviously, the further the subject is from the lamp, the less its effect will be on the picture. Try not to let it be further than necessary.

One other point is worth watching: don't place the subject so close to a bright lamp that the subject is completely washed out. This may happen if the subject is much closer than one foot from a lamp, or if the lamp is quite bright (150 watts or more) with a very transparent shade.

Rooms lighted with ceiling fixtures make for wonderful pictures if the ceiling light is bright enough.

WHAT IS THE BEST DISTANCE? As in any picture, the best distance is the closest you can possibly get and still include all you want in the picture. Pictures of people are best between four and eight feet, because beyond this distance the size of the face in the picture becomes so small that much of the interesting detail is lost. The



Ideal placement

for pictures like this



wink-light is designed to work in this range. At distances greater than 8 feet it loses effectiveness rapidly.

This does not mean that you cannot take pictures with 3000 Speed Picture Roll beyond this distance, because frequently you can. It all depends on the amount of light in the room and the exposure range of your Polaroid Land Camera. Some models have EV 11 (No. 2) as their lowest number. Others have EV 10 (No. 1). The Model 110A goes as low as EV 8 for hand-held snapshots. If your camera goes to EV 10 or EV 9, you can use these numbers and get more distance. Much beyond 10 feet the wink-light will have little effect on shadows.

In general, you will take the best pictures if you stay within an 8 foot range. For the occasional picture that simply can't be composed in this distance, you can use the auxiliary flash attachment described on page 6.

DO I HAVE TO FOCUS? Yes, you do, just as you would for any outdoor or flash picture. Careful focusing is particularly desirable for indoor pictures with the wink-light, because you usually use the largest lens opening and hence obtain minimum depth-of-field.

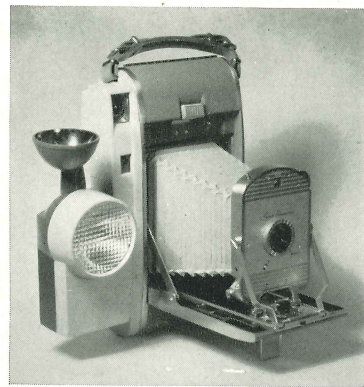
NO LIGHT AT ALL? If there just isn't any light, or it's so dim that reading is uncomfortable, you can still take pictures up to 6 feet away, using the wink-light alone as the source of light. In this case, the wink-light is acting as a flashgun and the picture will be rather flatly lighted. You may also notice an outline shadow around the subject which is not particularly pleasing, but which is unavoidable when there are no other lights helping the picture.

EXTREME SITUATIONS

Each wink-light is furnished with a tiny plug-in flash receptacle and reflector that lets you take regular flash pictures, in situations where the room light or wink-light is not sufficient. The bulb used in the flasher is the AG-1, smallest and least expensive flashbulb made. The flasher plugs into the wink-light case, and the electrical energy for firing the bulb comes from the wink-light.

(If from time to time you use the slower Polaroid Polapan 200 or 400 Land Picture Roll and wish to take flash pictures with the wink-light and flasher, set the shutter one number lower than that suggested in the flash guide packed with the 200 or 400 speed film.)

BOUNCE FLASH Use bounce flash whenever possible. The reflector of the flash swivels around the bulb and aims its light upwards for either horizontal or vertical format bounce flash pictures, or straight ahead for direct-flash pictures. Bounce is preferred because it gives a soft, interesting light and makes distance-guessing almost unnecessary. In general, if there is a light-colored ceiling not over 12 feet high, you can take pictures up to 20 feet away with bounce flash. Higher or darker ceilings limit the distance. A very low (7 foot) white ceiling also limits the distance because the light can't scatter enough.



On the back of the wink-light is a rough guide for bounce flash settings which suggests that you use EV 14 (No. 5) for distances from 10 to 15 feet. You may find it necessary to go one or two numbers lower if the ceiling is high or not white. If the distance you want to cover is too great, or the ceiling not suitable, you must use direct flash, as described below.

BOUNCE FLASH AT CLOSER DISTANCES Although you will probably prefer the convenience of the wink-light for most of your indoor pictures, there is a quality that comes from bounce lighting that is very pleasing, and you may wish to try it from time to time for close-up and medium-range pictures. Bounce flash pictures have great clarity and depth, and are independent of any room lighting. Although ceiling height and color may require a change of one or two numbers up or down, try EV 15 (No. 6) for $3\frac{1}{2}$ feet to 10 feet.

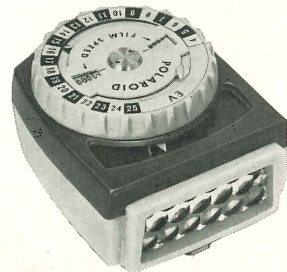
DIRECT FLASH In situations where the distance is too great for bounce flash, or the ceiling is unsuitable, turn the reflector to the straight-ahead position and take a direct flash picture. The guide on the back of the wink-light shows shutter settings for the distances over which direct flash is likely to be required.

PICTURES BY DAY

One of the wonderful things about the 3000 Speed Picture Roll is that it lets you use the camera indoors all day long. It is so unusual to think of taking pictures indoors during the day that you'll have to keep reminding yourself that it is now possible. If you do, you can take some wonderful shots.

The lighting indoors will range all the way from brilliant sunlight (if your subject is sitting in a sunbeam near a window) to near-darkness (the corner of a room on a dark day). Obviously a certain amount of judgment is needed to get perfect pictures over this range.

You can use the wink-light for *all* indoor daytime pictures, no matter how bright the room is. If the room is quite bright, the wink-light won't affect the pictures. But if the light is questionable, the wink-light will always guarantee a good picture (in the 6 or 7 foot range).



For best results, use an exposure meter. The best meter to use is the new Polaroid Model 625, which is designed for 3000 speed film. It has enormous sensitivity, and yet it indicates on a *single* scale, without boosters, baffles or adjustments, the EV (or shutter setting) number needed for any picture from the darkest corner to brilliant outdoor sunshine. Complete instructions for indoor pictures are furnished with this meter.

If you don't have this meter, you can use earlier Polaroid exposure meters, but they will stop reading at a point far short of the range of 3000 speed film. However, they are useful if your subject is within 3 or 4 feet of a window. You can set the film-speed dial at 200 (or "A") and then add *four* numbers to the number the meter reads. For greatest accuracy, use close-up (3 inches or so) readings of the side of the subject's face nearest to you.

IF YOU DON'T OWN A METER, or the meter you have has limited sensitivity, you can guess at the exposure with this rule-of-thumb: if it is a bright day outside, start with EV 13 (No. 4), providing your subject is not in direct sunlight and is about 5 feet from a window. Subtract one number for each additional 3 feet you move from the window. If the day is overcast, subtract still another number. And if it is a dark, grey day, subtract another.

These suggestions must obviously be quite general, and you may find that a second picture is needed to get the correct exposure. Remember that to **LIGHTEN** the pictures, you use a **LOWER** number (just think of L-L).

MODEL 110A

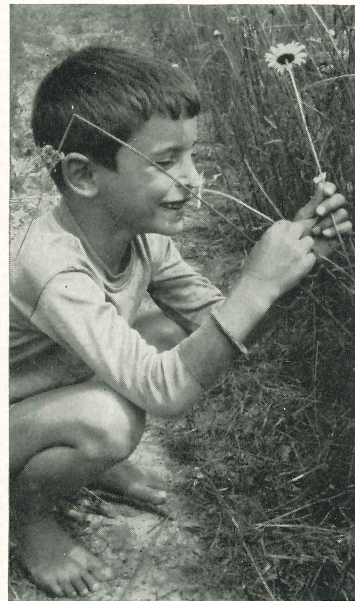
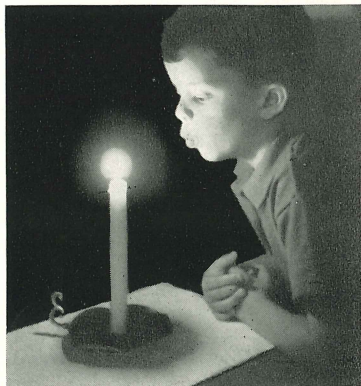
The Pathfinder is an ideal instrument for the 3000 Speed Picture Roll. Its big lens adds enormously to the range of the film and lets you take pictures at unbelievably low light levels. Also, the distance over which you can work with the wink-light is considerably increased, 15 feet or more with the lens wide open (f/4.7)

SHUTTER SETTINGS FOR MODEL 110A Use the "M" flash setting and 1/30th second for most pictures, and then control the EV setting with the aperture-control knob. If you need more exposure than EV 9½ (the lowest obtainable at 1/30th second), go to 1/15th or even 1/8th second. Do not try to hand-hold the camera at 1/4th second or below unless you are extremely steady or can rest the camera on a firm support. If you wish to use the built-in self-timer (10 second delay), set the shutter to 1/15th, rather than 1/30th second.

SPECIAL EFFECTS WITH MODEL 110A You'll be able to use unusual lighting with the Pathfinder, and for many pictures you may not want or need the wink-light. Frequently you'll find that at EV 8½ (1/15th at f/4.7) the room lights alone will give beautiful pictures. Pictures like the one at the right are particularly charming because *all* of the light comes from the tiny candle flame. Outdoors you'll be able to take pictures in the early evening when it's literally too dark to read. A Polaroid 625 Meter is especially recommended to help you get the most out of the Pathfinder in every circumstance.

There is no wink-light available for the original Model 110 Land Camera (discontinued in 1956).

The flash contacts on the shutter of this camera are not rugged enough to handle the current requirements of the wink-light. As with the Model 110A, however, the added aperture and shutter speed range of the 110 make possible a wide variety of indoor available light pictures with 3000 speed film.



OUTDOOR PICTURES

Because of the extraordinary sensitivity of 3000 speed film it needs added protection against overexposure and light leaks in bright sunlight.

Fortunately, it's no trick to adapt your camera to use the 3000 Speed Picture Roll outdoors. Each wink-light has packed with it the light seals that are necessary. They take only a moment to fit to your camera. Follow instructions for attaching carefully. (Note: cameras having a serial number prefaced with "L" have been internally light-sealed at the factory, and no additional seals are needed. Check your camera serial number.)

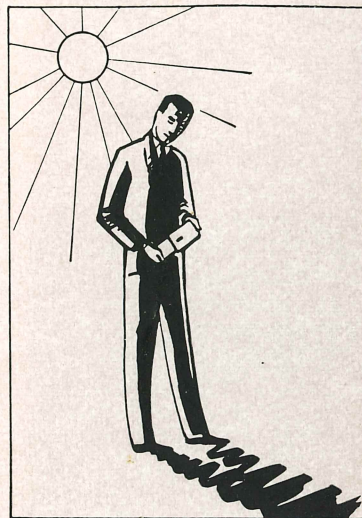
In addition to the light seals, your wink-light comes with a light-reducing filter that fits over the front of any Polaroid Land Camera and cuts the exposure down for outdoor daylight pictures. This is a "four-stop" filter (one "stop" equals one EV number) and, in effect, it converts 3000 speed to 200 speed. Thus, with the 4-S Light Reducer in place, you use exactly the same shutter numbers you would use with a 200 speed film.

At the point where the pictures are too dark with the filter in place, remove it, add 3 numbers to the former setting, and take beautiful pictures in light that would have been too dim for the 200 speed film. As it grows even darker, use lower and lower numbers until you run out of light. And, of course, remember to set your meter scale to 3000 whenever the light-reducer is not used.

DAYLIGHT PRECAUTIONS Keep the 4-S Light Reducer in place over the lens at all times when the light is bright, even when the camera is closed (except for the Model 110A). The filter adds additional light-sealing protection for the lens and shutter. When you pull the tab to develop a picture, be sure your body shades the tab-slot of the camera. Do not leave the camera unprotected in the bright sun for longer than necessary.

IMPORTANCE OF RECHARGE TIME The wink-light bulb gets its energy from a condenser which is charged by the battery. It takes at least 10 seconds after flashing to recharge fully, and as the battery ages, it takes a little longer. Charging begins the moment you attach the wink-light to the camera, and thereafter, immediately after each wink. To be safe, allow 15 seconds for charging after attaching the wink-light, and between winks.

HOW LONG WILL THE BATTERY LAST? For 1000 or more flashes, or for about one year, whichever comes first. Although the wink-light should continue to flash long after a year or 1000 flashes, the light output will begin to drop, and your pictures will start coming out darker. A replacement battery is available from your dealer and a new bulb is included so that both can be replaced at the same time. Instructions are included.



Important: Never mount the wink-light and Model 440 Photoelectric Shutter on the camera at the same time. This places a short circuit across the battery, which will be exhausted in a few hours.